

THE NEW LIFESTYLE® 38 AND 48 DVD HOME ENTERTAINMENT SYSTEMS

A home theater system
so advanced you don't just listen to it.

It listens to you.

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BOSE
Better sound through research®

What if award-winning technologies
were just the start?



Performance

Elegance

Simplicity

Expandability

At Bose, we're not afraid to be different. In fact, we take a unique approach to many things. Like home theater.

There's conventional home theater. Five big speakers. A rack of complicated equipment. And then there are Bose® Lifestyle® systems – unconventional. No big speakers here. Our speakers are so small they fit in your hand. Yes, even small hands. Instead of a stack of equipment, one sleek media center includes a DVD/CD player, AM/FM tuner and a suite of innovative technologies. Not to mention something new and unique. But we're not going to spoil the surprise here. You'll have to read on to learn more. And for low notes that bring action movies to life (OK, for cellos and music, too) our Acoustimass® module uses proprietary Bose technologies to deliver an intense sound experience. It can even be hidden behind furniture and out of sight.



Old cowboy movies. College basketball. Opera. It doesn't matter what you enjoy – listen to it on a Bose Lifestyle® system for 30 seconds and you can appreciate it like never before. Hear the crisp, clean sound. Feel the deep lows. Get enveloped in the sound – like you do at the movie theater. Our

systems are so smart, they can even make old movies that weren't recorded in surround sound come alive with a home theater experience. Now blink a few times as you realize you're getting this quality

sound while relaxing in your living room.

We're not going to bore you with a list of technologies. But let's face it, we're engineers. We love research. It's how we became the most respected name in sound. So we will tell you about what makes our new Lifestyle® 38 and 48 systems some of the most innovative home theater systems out there.



(Actual size)

There are hundreds of things
in your room that affect sound.

And one Bose® technology
that adjusts for all of them.

The better the speakers, the better the sound.
Well, not necessarily. Although speaker quality is
important, the greatest impact on the sound you
hear is where you put
them, and the room
itself. With poor
room acoustics or
less than ideal
speaker placement,
even a great system can
sound like one worth half the price.

And it's not like Bose to let sound be
compromised. That's why our Lifestyle® DVD
systems feature our proprietary ADAPTiQ® audio
calibration system. It listens to your room. Learns
what your room sounds like and where your
speakers are placed. Then it adapts the sound to
overcome most of the acoustical challenges.

So sit. Enjoy. And be assured your system is
performing to your – and our – high expectations.
Audio critic Rich Warren calls the ADAPTiQ system
“The holy grail of audio technology.”

The speakers are small. The performance is not.
Go ahead. Compare the performance to the
largest, most expensive systems you can find.
Both our Lifestyle® 38 and 48 systems' speakers
incorporate Bose Direct/Reflecting® speaker
technology, which uses your walls to create
spacious sound.

JEWEL CUBE® SPEAKER ARRAYS

- Our Lifestyle® 48 system features our
smallest, most powerful speakers, which
fill a room with clear, lifelike sound.



DIRECT/REFLECTING® CUBE SPEAKER ARRAYS

- Our Lifestyle® 38 system's speakers
are each about the size of a coffee
mug and deliver rich, spacious sound.



The speakers are now available in Silver, as well as Black and White.

You listen to music.

It listens to you.



New uMusic™ intelligent playback system

What do you want to listen to? Ahh, the eternal question. You've got a big stack of CDs. Why is it so hard to decide? And then of course when you do decide, the CD isn't in the case. Maybe it's in the car? Or upstairs?

Let's make it easy. After all, music is supposed to be about enjoyment. That's why we developed the innovative new uMusic intelligent playback system. (It's that exciting innovation we mentioned earlier.)

Featured exclusively in our new Lifestyle® 38 and 48 DVD home entertainment systems. Get rid of that big stack of CDs. Now you can store thousands of songs digitally inside your Lifestyle® system.



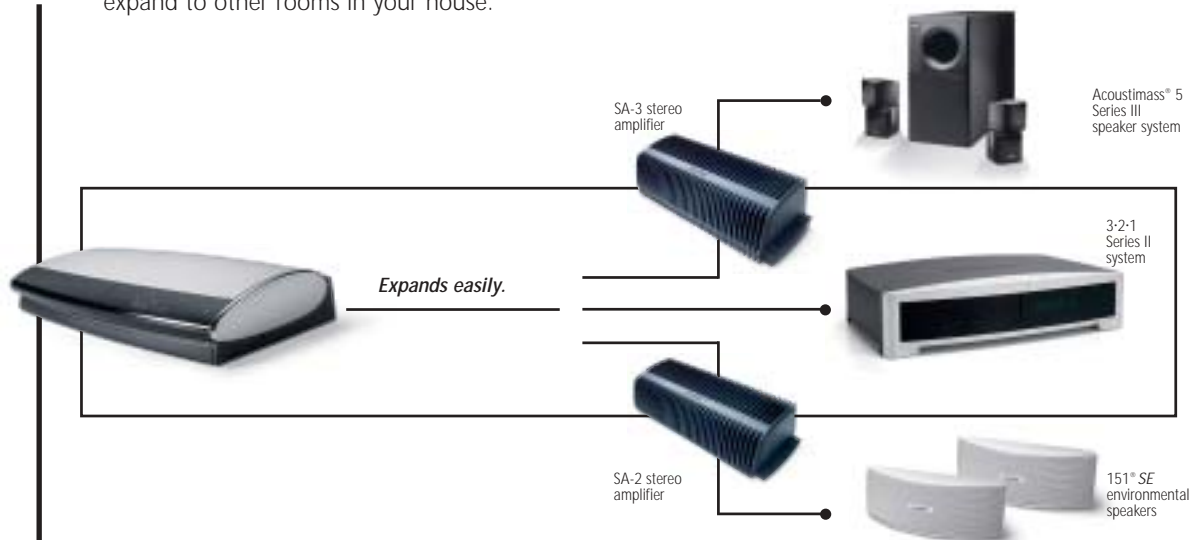
Ready for the real breakthrough? The uMusic system has a unique ability. It can listen to the music you play and learn your preferences based on your likes and dislikes. Are you moody? Don't worry, the uMusic system can adapt to your mood at any moment. It can then select and play the music you like. Automatically. No charts. No

menus. No need for a computer. And no need to create playlists. The more you listen, the more the system "understands" you.

Get surprised by an old favorite. Enjoy more musical variety. Let the uMusic system make music fun again.

Sound that lives throughout your home. Like you do.

Your home theater system is in one room. And although we know you'd probably like to stay in that room all the time to enjoy its sound, you really don't have to. Lifestyle® systems have Bose® link, so they can expand to other rooms in your house.



Add Bose® products to your Lifestyle® system and enjoy sound around your house. Listen to music in your kitchen. Go outside. Enjoy the weather...and some jazz. Just add one of our new amplifiers and our acclaimed 151® SE environmental speakers. The products are engineered to work together seamlessly. But it's even better than that. Since they're linked to your Lifestyle® system, you're not just enjoying music, you're enjoying up to 350 of your favorite CDs. (That's thousands of songs.) Not to mention having access to the uMusic™ system, which knows you so well that it will play your favorite music.



The new Personal® music center II makes it cool to be a control freak. It's like having your Lifestyle® system and all of your CDs in the palm of your hand. It even has an LCD screen. Want to search your CD collection? Play your favorite TV show? This remote can do that and more. Everything is right at your fingertips. Now that's Bose.



Listen to a Lifestyle® system for yourself. Let it listen to you. And get ready for a home theater experience so unique...it must be Bose.

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